

Colorado Department of State

Judd Choate, State Elections Director

EAC Data Summit
July 12, 2018



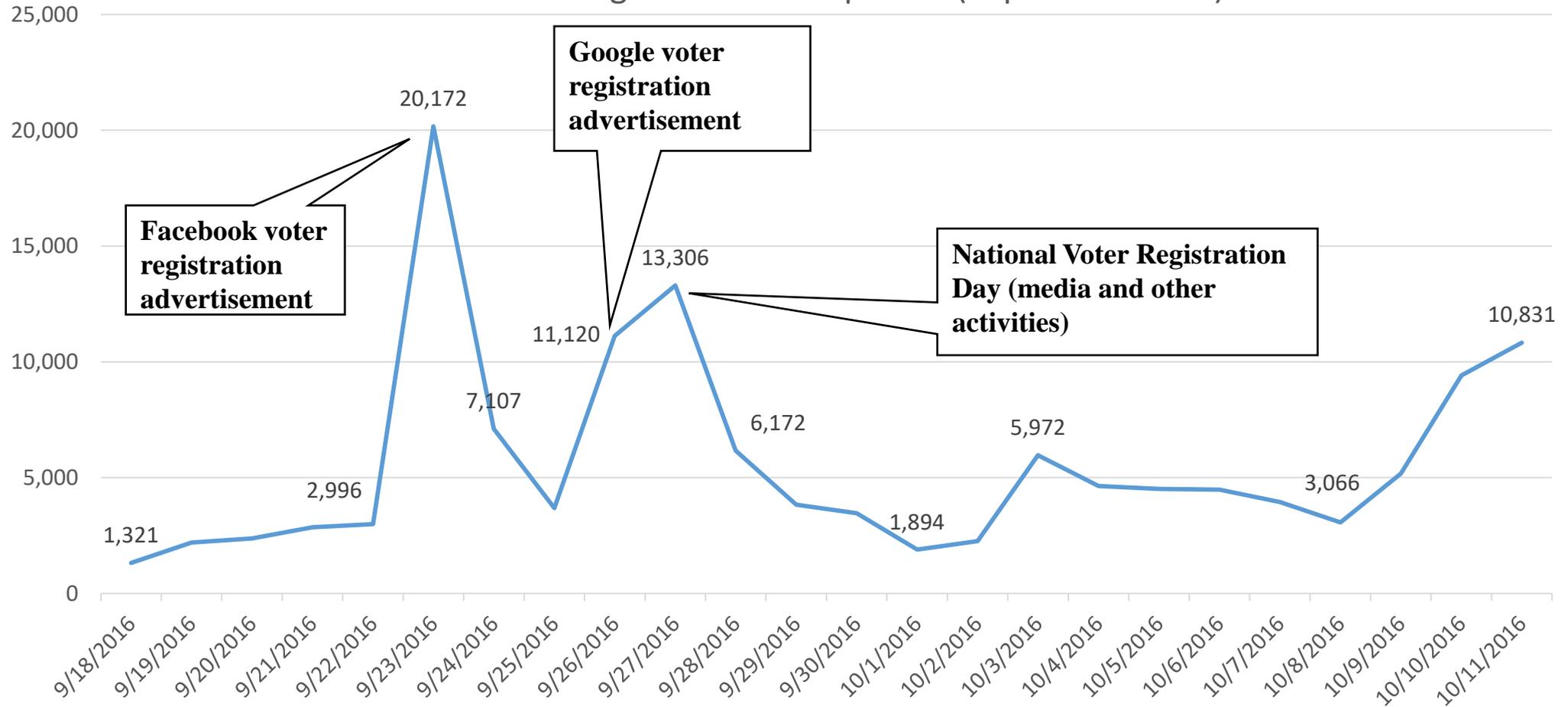
Anticipating Peaks in Voter Registration



The Facebook Effect

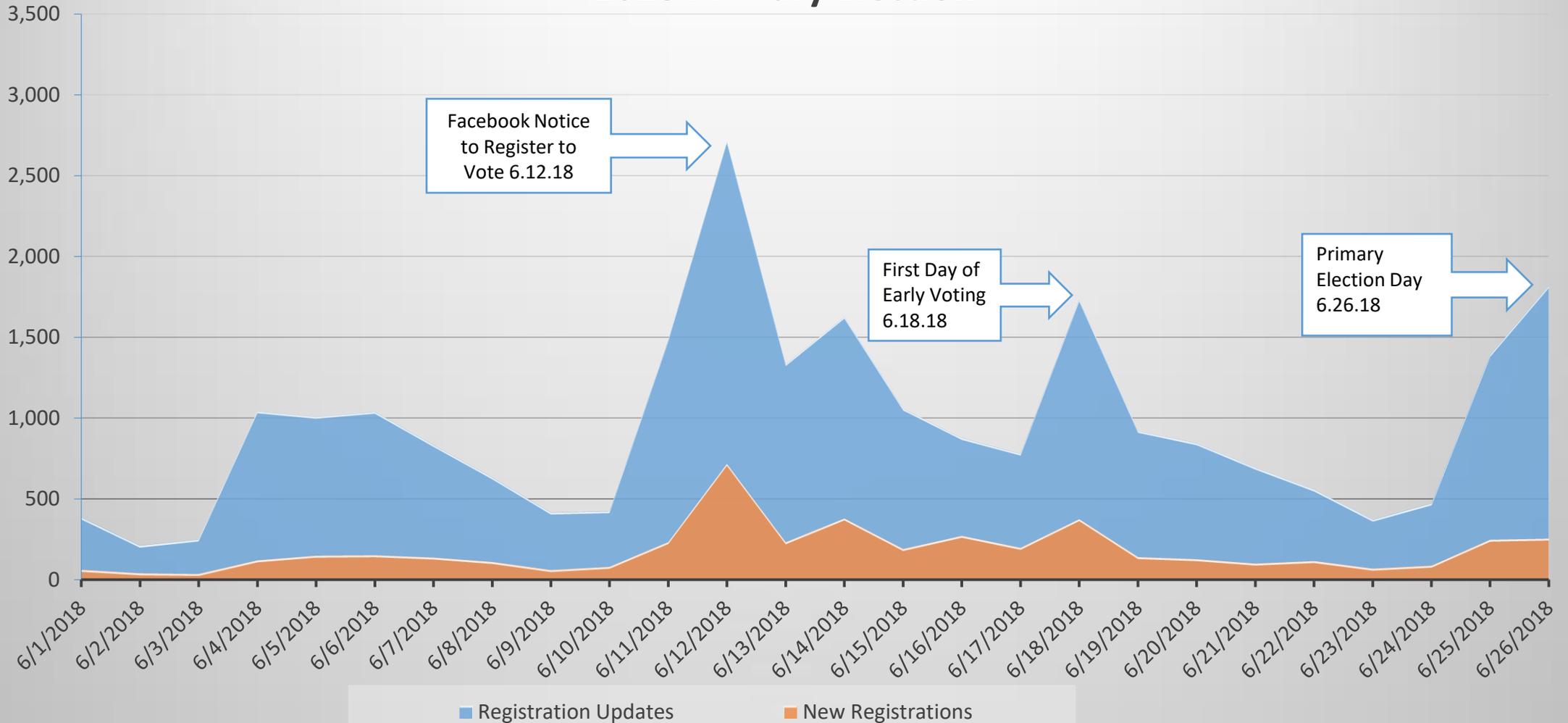
- Fall 2016 -

Online Voter Registrations or Updates (Sept. 18-Oct. 11)



The Facebook Effect

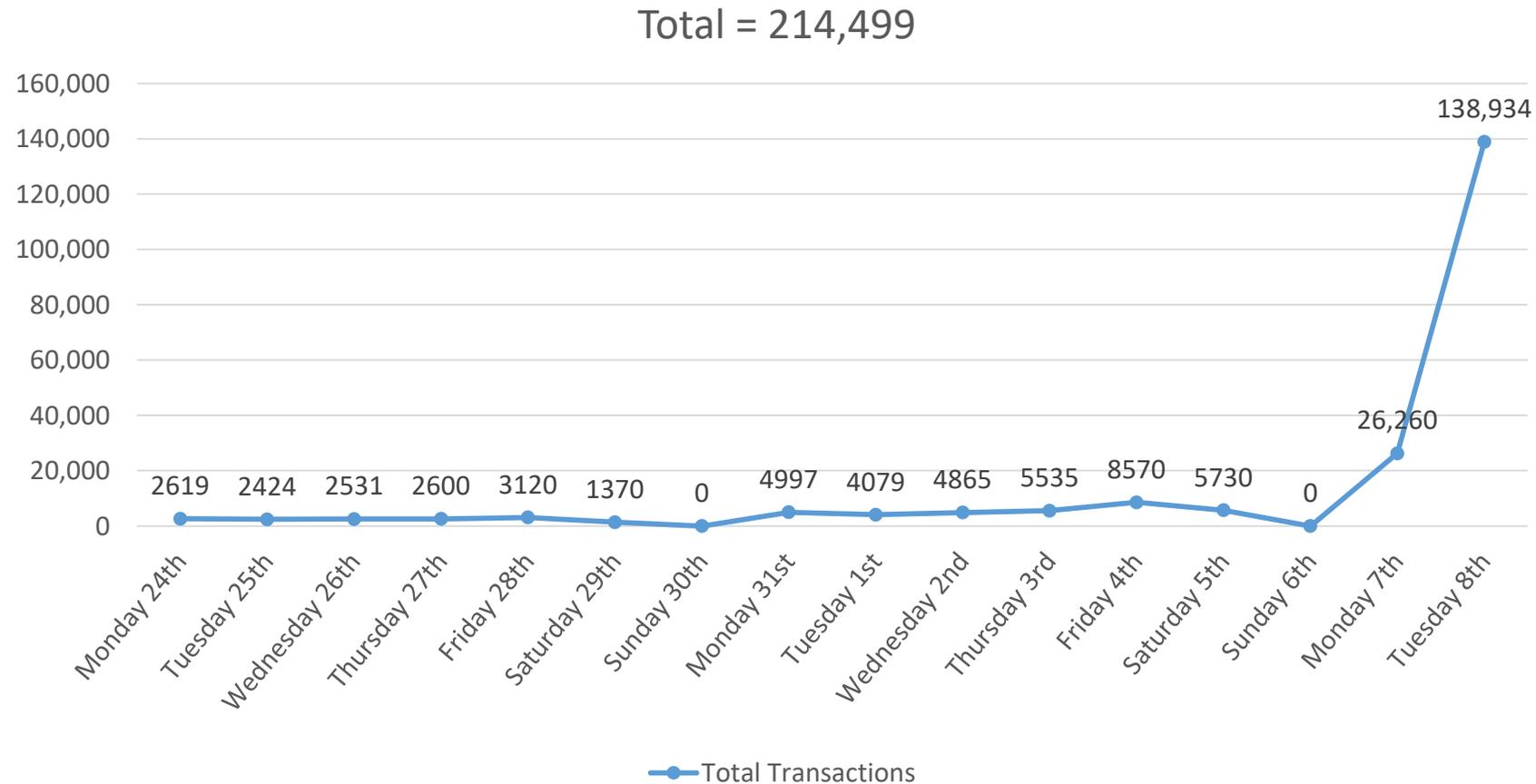
- 2018 Primary Election -



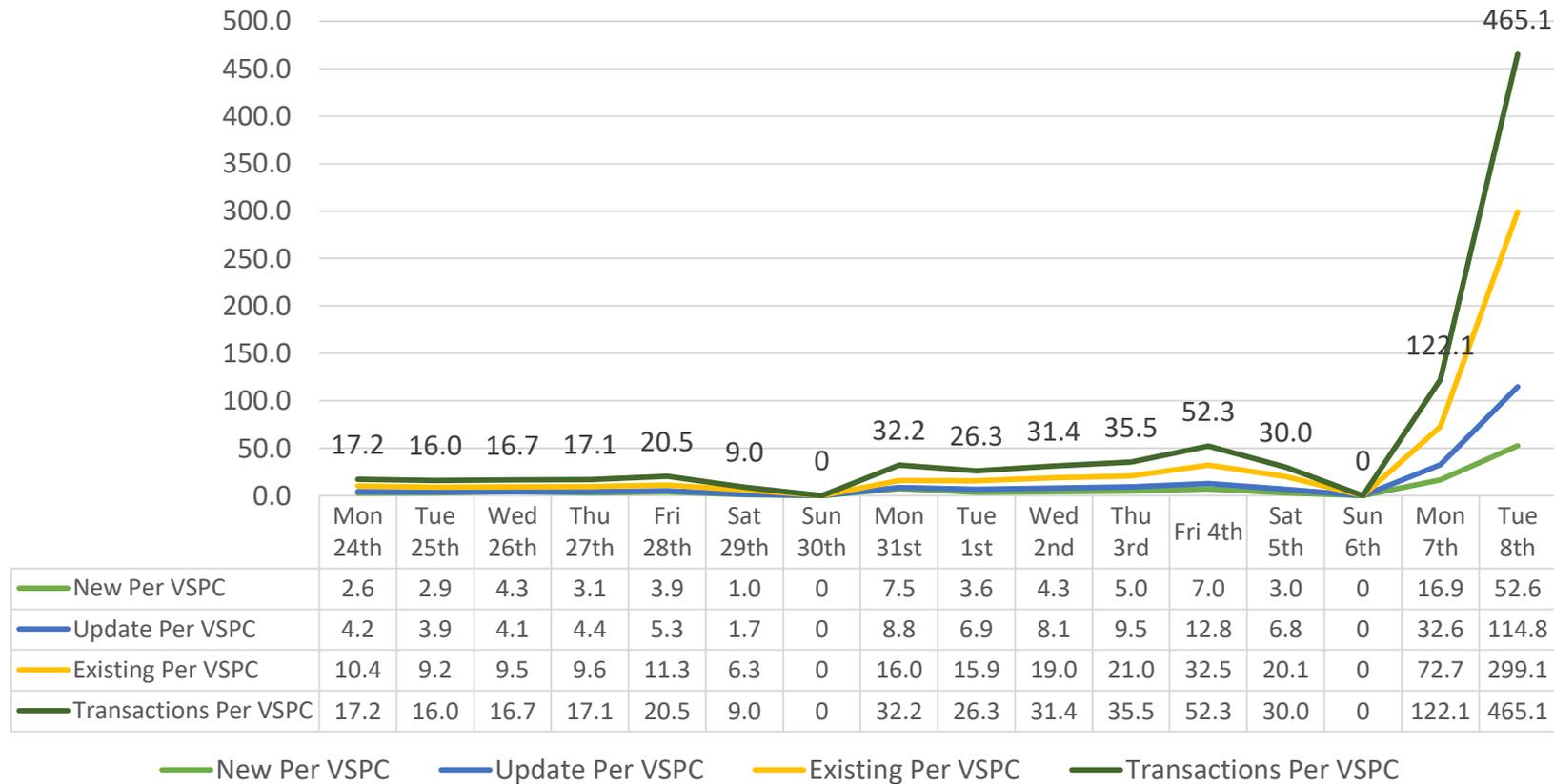
Influencing Legislation with 2016 VSPC Data



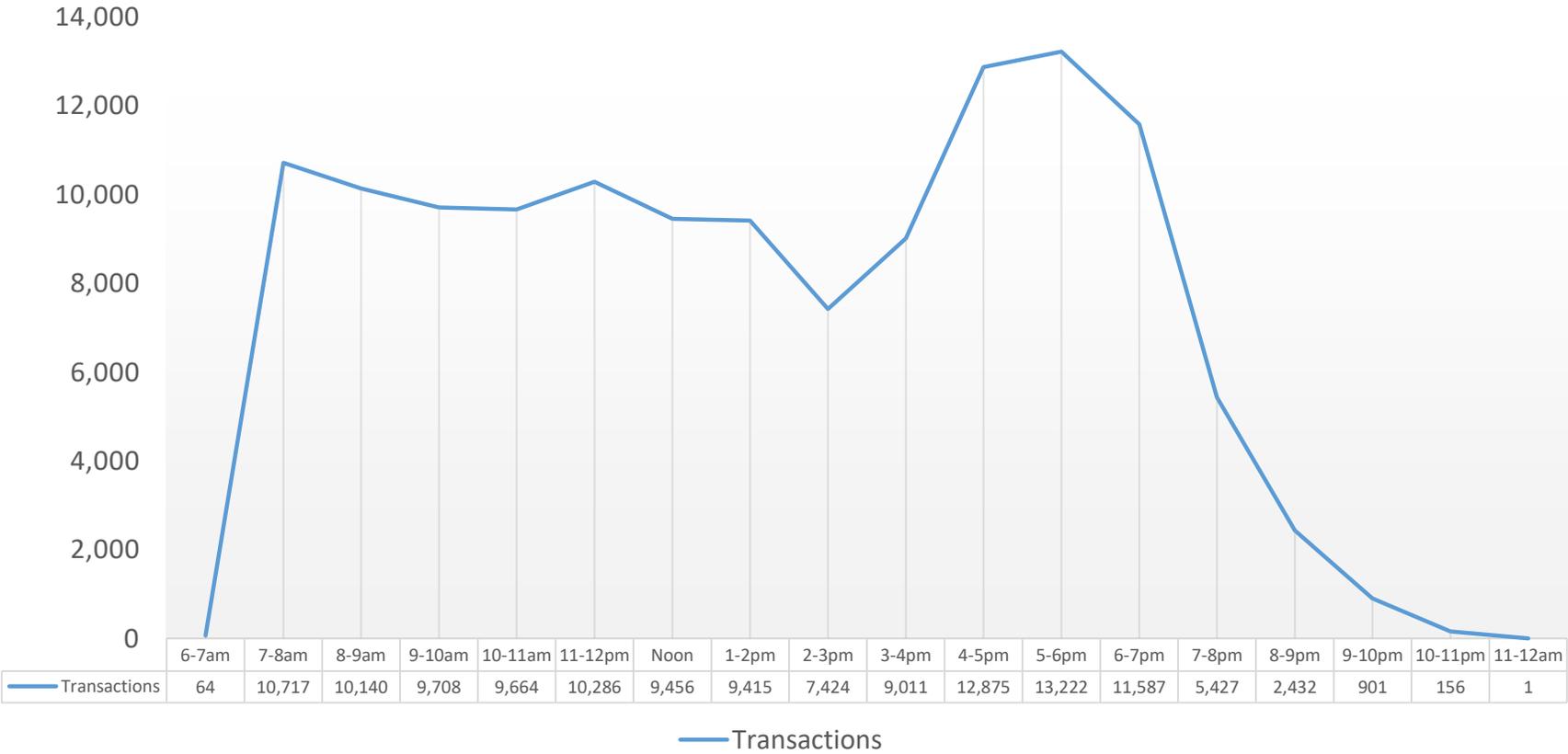
Colorado's 2016 Presidential Election: Total VSPC Transactions by Day



Colorado's 2016 Presidential Election: Statewide Transactions per VSPC per Day



Colorado's 2016 Presidential Election: Statewide Transactions by Hour



Colorado's 2018 Primary Election After Action Review



2018 Colorado Primary Ballot Received

GENDER	Party						GRAND TOTAL	
	DEM	REP	UAF-DEM PREF	UAF-REP PREF	PKT-DEM	PKT-REP		PKT-UNOPENED
FEMALE	282,172	207,674	5,280	2,355	83,697	45,021	133	626,332
MALE	185,818	207,848	5,114	2,961	81,022	53,636	119	536,518
UNKNOWN	3,198	1,347	96	19	1,946	778	1	7,385
Ballots Total	471,188	416,869	10,490	5,335	166,665	99,435	253	1,170,235
Voters Total	471,188	416,869			282,178			1,170,235

Gender/Age Range	Party						GRAND TOTAL	
	DEM	REP	UAF-DEM PREF	UAF-REP PREF	PKT-DEM	PKT-REP		PKT-UNOPENED
FEMALE								
18-25	12,934	6,291	359	106	6,101	2,311	8	28,110
26-40	50,458	17,901	1,662	377	18,890	5,910	27	95,225
41-60	90,253	67,294	1,681	889	27,413	15,455	53	203,038
61-70	71,281	55,566	1,118	599	18,763	11,809	28	159,164
71 AND OVER	57,246	60,622	460	384	12,530	9,536	17	140,795
FEMALE Total	282,172	207,674	5,280	2,355	83,697	45,021	133	626,332
MALE								
18-25	8,618	7,290	429	140	5,228	2,893	8	24,606
26-40	34,539	18,402	1,751	497	18,718	6,887	22	80,816
41-60	58,417	69,036	1,595	1,071	27,056	18,015	36	175,226
61-70	46,438	56,331	926	822	18,372	14,476	34	137,399
71 AND OVER	37,806	56,789	413	431	11,648	11,365	19	118,471
MALE Total	185,818	207,848	5,114	2,961	81,022	53,636	119	536,518
UNKNOWN								
18-25	951	498	34	10	636	252	1	2,382
26-40	1,034	174	34	3	581	134	0	1,960
41-60	597	289	18	2	436	192	0	1,534
61-70	342	197	8	1	172	123	0	843
71 AND OVER	274	189	2	3	121	77	0	666
UNKNOWN Total	3,198	1,347	96	19	1,946	778	1	7,385
Ballots Total	471,188	416,869	10,490	5,335	166,665	99,435	253	1,170,235
Voters Total	471,188	416,869			282,178			1,170,235

Unaffiliated Ballot Packets Returned with Two Voted Ballots

- 2018 Primary Election -

COUNTY	UNAFFILIATED MAIL BALLOTS RETURNED	REJECTED FOR MORE THAN ONE VOTED BALLOT	Percentage
ADAMS	18,419	79	0.4%
ARAPAHOE	30,244	802	2.7%
BOULDER	22,001	203	0.9%
BROOMFIELD	5,126	30	0.6%
DENVER	36,898	942	2.6%
DOUGLAS	17,485	247	1.4%
EL PASO	33,747	1,611	4.8%
JEFFERSON	38,510	744	1.9%
LARIMER	21,761	365	1.7%
MESA	8,505	173	2.0%
PUEBLO	5,927	116	2.0%
WELD	11,174	304	2.7%
STATE TOTAL	293,153	6,914	2.4%

Using Data to Reduce County Mailing Expenses



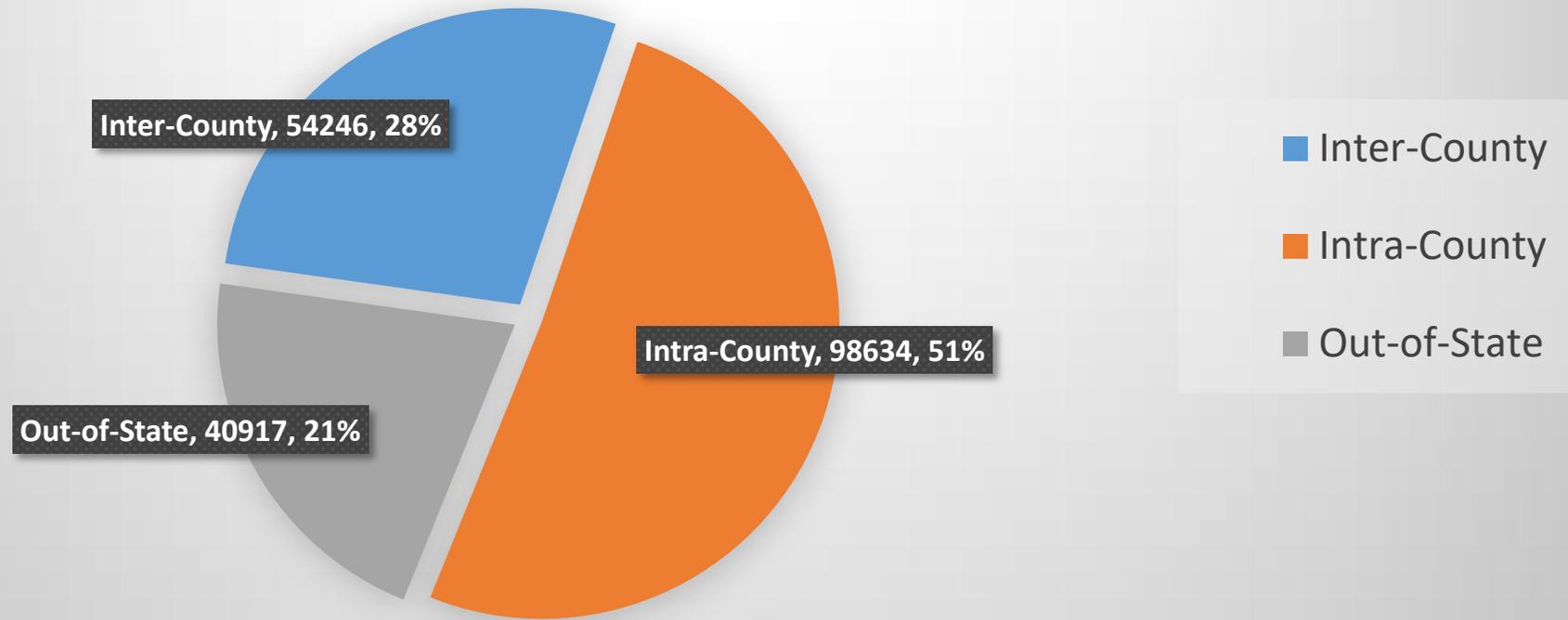
Undeliverable Ballots 2013-2018

Year	Mailed Ballots	Undeliverable	Percentage
2013	3,118,781	284,877	9.1%
2014	3,062,063	153,520	5.0%
2015	3,020,154	176,786	5.9%
2016	3,471,810	128,673	3.7%
2018	3,209,210	128,235	3.9%

- That's 156,442 ballots that didn't bounce in 2018 that would have bounced in 2013.

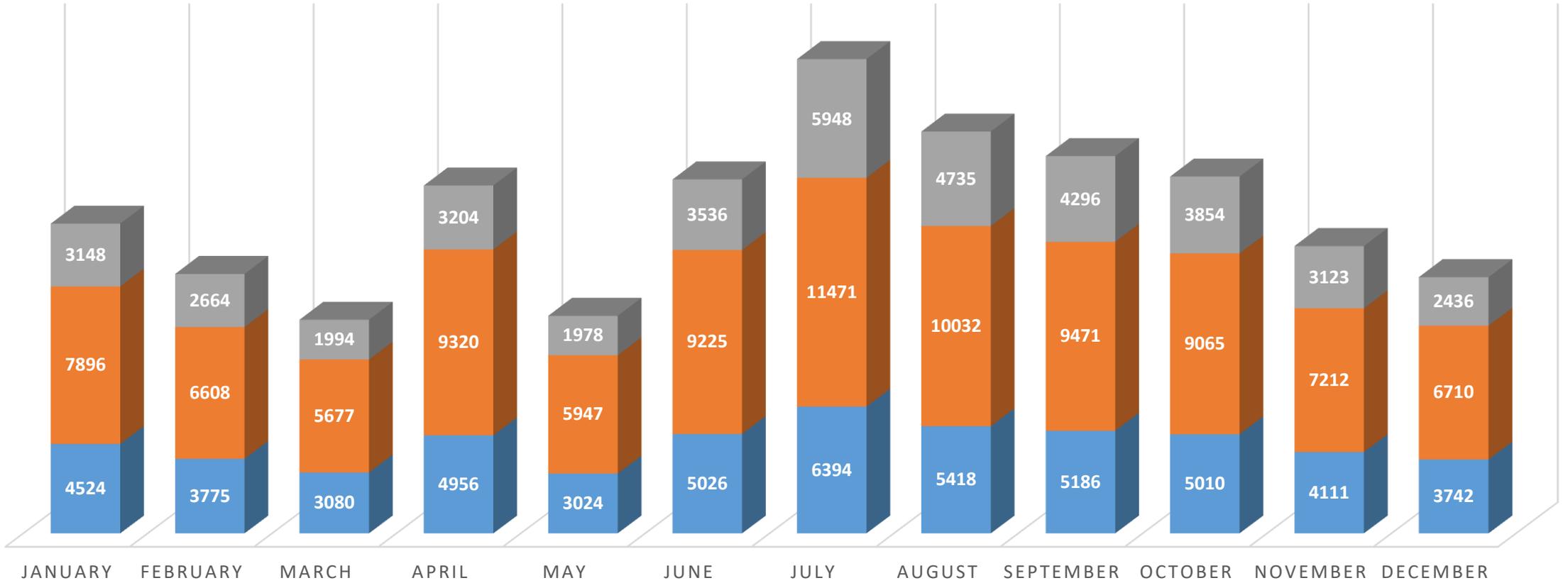
2017 NCOA Numbers For Colorado

**NCOA Files Distributed to the Counties for 2017
(total = 193,797)**



COLORADO NCOA NUMBERS FOR 2017

■ Inter-County ■ Intra-County ■ Out-of-State



2016 Automatic-NCOA Cost Savings

- In 2016, there were approximately 152,000 in-state NCOA updates automatically made by county election officials
- Each automatic update saved one mailing and reduced the number of subsequent failed mailings (regular mailings or ballots)
- If not automatically updated, the typical response rate to a change-of-address mailing is less than 10%
- So, over 90% of address changes would be made at a VSPC on or near Election Day

2016 Automatic-NCOA Cost Savings

- **Three major areas of savings:**
 1. Reduced number of failed mailings (both traditional mailings and ballots).
 2. Automatic address update means only one mailing, not two.
 3. Fewer in-person updates, requiring more polling place time and additional judges
- The Colorado Secretary of State's Office believes counties saved a collective ***\$500,000*** in 2016 alone – due to automatic updates using NCOA.

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